

NELSON DOUBLEDAY, Inc.

GARDEN CITY

NEW YORK

Executive
Offices

"I'LL SHOW YOU HOW TO
DOUBLE YOUR READING SPEED
IN 5 WEEKS -- "



Norman Lewis, formerly editor of BETTER ENGLISH magazine, is the author of many books on rapid reading and vocabulary building, including WORD POWER MADE EASY and HOW TO READ BETTER AND FASTER. He has taught at New York University, and is now head of the Communications Department of a large junior college in California.

NORMAN LEWIS says:

"Do you have difficulty finding enough time in the day to get through the newspapers, business publications, and correspondence you have to read -- let alone the important books and articles you want to keep up with?

"Imagine how much better informed you'd be -- how much more effective in your work and your personal contacts -- if you could read twice as fast as you do now and actually absorb more of what you read.

"I can show you exactly how to do this -- more quickly and easily than you may think possible.

"The rapid reading skill I am talking about is the same that enabled John F. Kennedy to gain his astonishing mastery of current affairs and to follow a vast range of problems in detail.

"The techniques are those that have been applied by executives, public leaders, businessmen and professional people everywhere to increase their reading efficiency and broaden their backgrounds of information.

"You too can acquire this skill. With the simple formula I offer you, and without instructors or fussy mechanical aids, you can begin to increase your reading speed immediately. In as little as 5 weeks, with reasonable practice, you can expect to read twice as fast as you do now.

"Year after year, I have seen this demonstrated in my own classes. Students with only average reading ability -- 250 words per minute or less -- learn to zip along at 500, 800, even 1400 words per minute.

"If you want to step up your reading skills -- handle your business reading more effectively and gain extra time for wider reading -- let me show you how."

NOW -- Get Norman Lewis' Famed Speed-Reading Course
FOR ONLY 10¢!

That's right! Norman Lewis has now put his tested rapid reading course into a concise, 48-page handbook, "How to Read Faster". It has been

produced exclusively by The Nelson Doubleday PERSONAL SUCCESS PROGRAM.
And the enclosed reply card will bring you a copy for just a dime!

You'll receive your copy of this specially designed handbook by return mail. Bound into the center you will find a remarkable new self-teaching device -- a set of pocket-size Practice Cards, with which you can further develop your reading skill. You can use them repeatedly, in spare moments, wherever you happen to be, to review and reinforce the skills presented in the text.

Why do we offer you this valuable reading course for only 10¢?

To introduce you to a remarkable self-improvement program that has already helped more than 100,000 men and women master the techniques of success in business and personal life.

The Nelson Doubleday PERSONAL SUCCESS PROGRAM is designed specifically for people who want to move ahead, who have a dynamic urge to make the most of their abilities, who want to do more for themselves and their families. If you decide to continue in the Program (and you need not do so in order to get the reading course), you will be able to take advantage of the most practical plan ever devised to bring out all your own hidden potential for success.

Your First "Step" -- A PROFESSIONAL APTITUDE TEST!

The Personal Success Program begins with a 32-page Aptitude Test -- prepared expressly for us by a trained personnel psychologist -- which you receive at the same time your speed-reading course arrives. This special test, which you take by yourself, score by yourself, evaluate yourself, enables you to pinpoint your own skills, uncover hidden potential, and determine areas of accomplishment where the Personal Success Program can be especially valuable to you. A comparable test, if administered personally in a research laboratory, would cost you \$20.00 or more. Yet it's just the start of the exciting self-improvement program that you can embark upon for only 10¢!

Month by month, through a series of "pocket courses" just like the speed-reading course, this Program enables you to develop each of the key personality traits and special skills which mark the successful person. You will learn how to develop and "sell" your ideas...speak well in public...get along with people...write effective business letters and reports...conduct meetings...gain self-confidence...organize your time...develop new selling methods...become a whiz at figures...delegate authority...win new friends...develop an automatic memory for names and faces.

In short, the Personal Success Program will help you discover how to master the secrets that make for success in ANY field and put them to work in your own life.

Here's how this amazing program works to help you accomplish this aim --

Each month you will receive a valuable, informative booklet of about 10,000 words covering another subject of vital importance to your progress. Each booklet will be written by an expert in the field and will be easy to read and understand. By absorbing the material in these booklets, you will build up a knowledge of the essential principles of success.

Along with the booklets every month will come a set of original "Practice and Application Cards." These copyrighted cards are a unique teaching device that take the principles in the text -- put them into actual use -- and show you how to apply them to your own special needs. Here is an amazing technique -- entirely new with this program -- that makes it easy for you to get full benefit from the principles covered.

You will also receive each month a copy of BUSINESS NEWS...the exclusive Newsletter on vital business developments produced for program members only, and sent out every month with your booklet and practice cards.

But Here is the Best News of All --
The Cost is Amazingly Low!

If you were to take a course of personal instruction in a private success school, you would have to pay \$50.00, \$75.00 or \$100.00. But as a member of the Personal Success Program you get the latest techniques for executive development direct by mail -- right in the comfort of your home -- and at a cost so low you'll hardly believe it's possible.

Only One Dollar a Month!

Yes, that's right! Just \$1.00 a month (plus shipping and handling) for these specially written booklets with their unique Practice and Application Cards and the monthly Newsletter. Imagine getting all this valuable material for so little money!

Best of all, you do not commit yourself in any way when you join. You do not have to "sign up" for any specific period of time because you remain in the program only as long as you wish. There is no minimum number of purchases to make, and you are free to cancel your membership at any time!

So that you may see for yourself how immensely valuable the Personal Success Program can be, we will send you -- without obligation -- an introductory kit containing Norman Lewis' 48-page speed-reading course, a set of 24 Practice and Application Cards with an attractive wallet-

size pocket carrier, plus the current issue of BUSINESS NEWS -- the monthly newsletter on important happenings in the business world. And remember, you'll also receive the self-evaluating Professional Aptitude Test which begins this remarkable Program!

All of this material will be sent to you for just a DIME to introduce you to membership in the Program. But -- YOU ARE UNDER NO OBLIGATION TO SPEND ANOTHER PENNY WHEN YOU ACCEPT THIS 10¢ OFFER. If you do not wish to continue the Program, simply notify us by mail within 7 days and we'll immediately cancel your membership. Otherwise, you will receive a new Personal Success Kit each month, for as long as you wish.

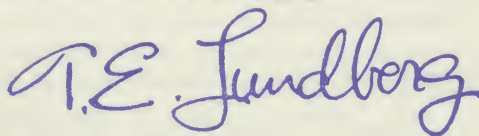
But in any case -- no matter what you decide to do -- the speed-reading course, the Professional Aptitude Test, and other material in the introductory kit are yours to keep!

We make this amazing no-risk offer for only one reason: because we believe that once you try membership in the Program you are going to want to continue it, just as have thousands of others who seek the good things of life.

But you must act immediately! There are only a limited number of kits available for this ten-cent offer. So slip your dime into the handy coin envelope now, fill out the order card and mail both back in the enclosed postpaid reply envelope.

Now is the time to take this important step to future success and happiness. Act on this special offer TODAY!

Cordially yours,



T. E. Lundberg

TEL:A

P.S. As part of this introductory offer, you will also receive FREE with membership a handsome DESK-FILE for handy storage of your Personal Success booklets. This special file makes it convenient for you to locate any booklet you want quickly.